

# Adaptive Technology

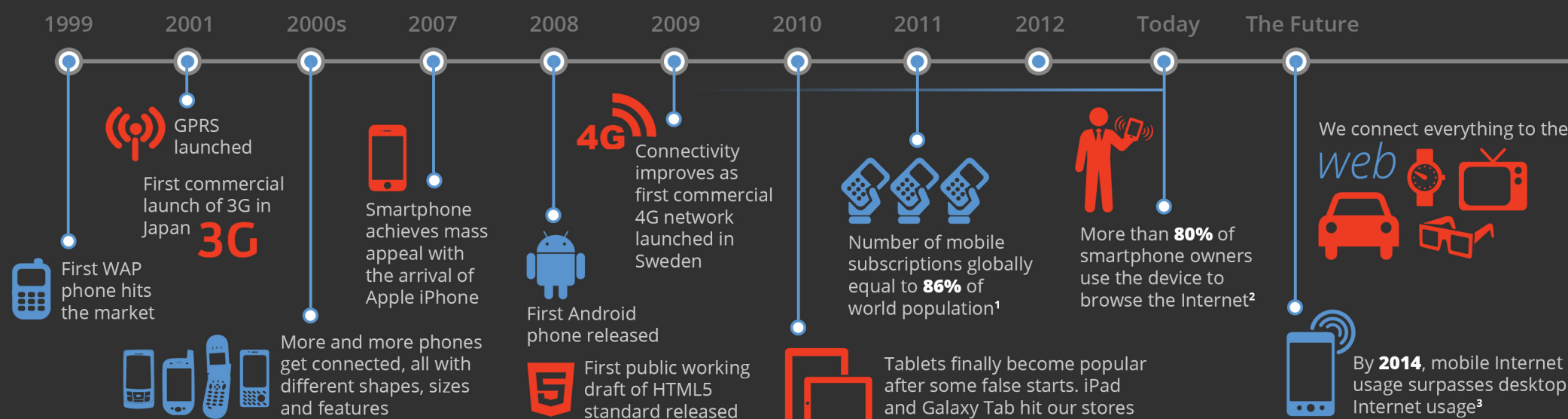
**netbiscuits**

Enabling the mobile experience.



## Overview

A brief history of mobile internet



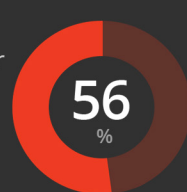
## Challenges

This leaves us with a big problem...

Netbiscuits quarterly Metrics Report reveals if enterprises design for the

**top 10** most used mobile devices

they still only cover



of global traffic share

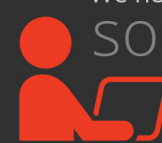
how can we

**design**

for all these new things?



We need



something **revolutionary**



## Solutions

Adaptive technology unlocks a whole new web experience

Optimized for...



Different devices



Different locations



Different activities



Different levels of connectivity



## Results

Adaptive technology brings multiple benefits and rewards



**1** Centralized web development  
more cost effective



**2** It's easier to test, manage and deploy



**3** A superior end user experience that promotes engagement and brand loyalty



**4** It is the foundation for one design and one unified web experience

1. Based on ITU statistics, reported in 'Key statistical highlights: ITU data release,' June 2012

2. Based on Google/IPSOS OTX MediaCT, 'The Mobile Movement: Understanding Smartphone Users,' United States, April 2011

3. Source: [www.digitalbuzzblog.com/2011-mobile-statistics-stats-facts-marketing-infographic](http://www.digitalbuzzblog.com/2011-mobile-statistics-stats-facts-marketing-infographic)

## About Netbiscuits

Netbiscuits is the global leader in software solutions for adaptive mobile web experiences used by enterprises worldwide. Netbiscuits solutions are powered by the cloud-based Netbiscuits Platform - tools that help to reduce cost, time and risk in developing mobile web applications to deliver a customised and superior mobile user experience across all mobile and connected devices. With a global partner network and hosting in excess of 110,000 mobile web apps and sites, and used daily by more than 15,000 professional developers, the Netbiscuits Platform is supported by a comprehensive ecosystem of web infrastructure vendors and system integrators. Netbiscuits' cloud platform efficiently and securely delivers a tailored mobile web experience through industry leading testing and detection software and intuitive developer shortcuts to create and deploy rich features on both legacy mobile devices as well as the latest device and feature releases. Visit [www.netbiscuits.com](http://www.netbiscuits.com)

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